

# NATIONAL STRATEGY FOR BUSINESS AND IMPACT INVESTING – ENIMPACTO



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BUSINESS THAT SOLVES SOCIO-ENVIRONMENTAL  
PROBLEMS

*Base text of the National Strategy for Business and Impact Investing  
(ENIMPACTO)*

## Contents

INTRODUCTION .....	2
Theme History .....	3
What are business and Impact Investing .....	4
Objective of the National Strategy for Business and Impact Investing .....	5
WORK AXES .....	5
Expansion of the Capital Offer .....	6
Description .....	6
Macro Objectives .....	7
Actions .....	7
Key Actors .....	9
Increase in the Number of Impact Business .....	10
Description .....	10
Macro Objectives .....	10
Actions .....	11
Key Actors .....	13
Strengthening Intermediate Organizations .....	14
Description .....	14
Macro Objectives .....	15
Actions .....	15
Key Actors .....	16
Promotion of an Institutional and Regulatory Macroambient Favorable for Impact Investments and Business .....	17
Description .....	17
Macro Objectives .....	17
Actions .....	17
Key Actors .....	19

# NATIONAL STRATEGY FOR BUSINESS AND IMPACT INVESTING

## BUSINESS MODELS THAT SOLVE SOCIO-ENVIRONMENTAL PROBLEMS

### INTRODUCTION

The Secretariat for Innovation and New Business of the Ministry of Industry, Foreign Trade and Services (SIN/MDIC) is coordinating the National Strategy for Business and Impact Investing (Enimpecto), in conjunction with the relevant sectors of the Government, the private sector, the scientific and academic community and civil society.

The objective of this Strategy is to foster a favorable environment for the development of Impact Investments and Businesses in Brazil, in order to promote economic development, solve complex socio-environmental problems and offer better public services to the population.

The multiplication of for-profit and nonprofit enterprises, capable of operating in a financially sustainable manner and at the same time responding to the challenges posed by socio-environmental problems, should be the object of public policies. This is a broad agenda, which demands the articulation of different actors and involves great challenges.

This document, prepared by several institutions, received subsidies from the civil society through a public consultation on Investments and Impact Businesses held in the second half of 2017. After the round of consultation with the relevant sectors of government, the private sector, foundations, the scientific and technological community and civil society, the National Strategy was formalized through Decree Nº 9.244, of December 19, 2017, orienting the actions of the Federal Government on this topic.

In order to propose, monitor, evaluate and articulate the implementation of ENIMPACTO, the Committee for Impact Investments and Businesses was created through MDIC Ordinance Nº. 252-SEI, dated February 6, 2018. The Committee is formed by the following bodies and entities: Ministry of Industry, Foreign Trade and Services; Civil House of the Presidency of the Republic; Ministry of Foreign Affairs; Ministry of Finance; Ministry of Social Development; Ministry of Planning, Development and Management; Ministry of Science, Technology, Innovation and Communications; National School of Public Administration; Securities Commission; Financier of Studies and Projects; National Council for Scientific and Technological Development; National Bank for Economic and Social Development; Bank of Brazil; Federal Savings Bank

(Caixa Econômica Federal); Brazilian Agency for the Promotion of Exports and Investments; Brazilian Service of Support to Micro and Small Companies; Group of Institutes Foundations and Companies; National Association of Entities Promoting Innovative Enterprises; Brazilian Association of Venture Capital and Private Equity; United Nations Development Program; Inter-American Development Bank; Instituto Anjos do Brasil; National Confederation of Industry; Social Finance Task Force; System B; and Pipe Social.

## Theme History

In the early 2000s, the UK government called financial market managers to share a challenge: to attract more private capital to finance innovative solutions to social problems - which would add to government resources, donations from international organizations, private social investment, and philanthropy. The new financiers would be attracted by the possibility of simultaneously obtaining financial return and bringing about positive social and environmental impact. This capital would have as its purpose to promote financial instruments and business models committed to generating socio-environmental benefits while giving positive and sustainable financial results.

In 2010, other countries also started similar movements, and in July 2013 the G7 Impact Investment Task Force was created (along with Australia as an observer member), with the leadership of Sir Ronald Cohen as the benchmark in the investment risk private market. In 2014, the member countries of this movement released national reports with recommendations for advancing the impact investment agenda in those countries. A year later, the G7 Task Force was succeeded by a movement called the *Global Steering Group* (GSG), whose purpose was to play a global coordinating role in the field of impact investment. Five new member countries - Brazil, India, Portugal, Mexico, and Israel - were invited to join the GSG.

By 2013, all G7 countries had created multisectoral movements and recommendations to strengthen this field, named Impact Business and Investing. The Brazilian Task Force on Social Finance (TFSF) was created in May 2014, mobilizing civil society organizations, with the mission of mapping, connecting, and supporting strategic actors and agendas to unlock investment sources, support Impact Business entrepreneurs and strengthen intermediary ecosystem organizations.

In 2015, the Social Finance Task Force carried out a mapping of the opportunities and challenges of Impact Business and Investing in Brazil, based on a consultation with more than 200 stakeholders. These lessons, complemented by a study of the recommendations disseminated by the G7 countries to advance the field locally, were consolidated in the publication of 15 recommendations for the Brazilian ecosystem. They had goals to be achieved in the next five years - with investors, entrepreneurs, academia, government and other actors sharing the responsibility to achieve these goals.

In August 2016, MDIC signed a Technical Cooperation Agreement with TFSF, becoming a focal point in the articulation of federal agencies in this area. MDIC has formed a working group with the participation of several federal agencies that have met to evaluate actions and projects, already existing or being proposed, connected to Impact Business and Investing. The mobilization to structure a National

Strategy for Business and Impact Investing stems from this group to guide and streamline the process of appropriation and advancement of the agenda.

## What are Impact Business and Investing?

Despite being a complex sector, still in an incipient stage all over the world and involving several actors and organizations, Brazil is one of the pioneer countries to have legislation on the subject. The Business, Impact Investments, and Intermediate Organizations were thus defined by Decree Nº 9.244, of December 17, 2017:

**Impact Business:** are projects with the objective of generating socio-environmental impact and positive financial result in a sustainable way;

**Impact Investments<sup>1</sup>:** consists in mobilizing public or private capital for impact businesses; and

**Intermediate Organizations:** are institutions that facilitate, connect and support the connection between supply (investors, donors, and entrepreneurs) and the demand for capital (businesses that generate social impact).

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<sup>1</sup> Impact Investments differ from philanthropy and traditional finance by combining the following characteristics:

- 1) Commitment of capital to social impact: Governments, individuals, and the private sector are motivated to allocate financial resources to business models that promote improvement in the population's quality of life and/or environmental sustainability through mechanisms that capture positive externalities in the financial feedback.
- 2) Commitment to financial sustainability from the sale of products and services.
- 3) Impact monitoring and measurement: The actions implemented need to periodically confirm their impact on social indicators and their financial results.

## OBJECTIVE OF THE NATIONAL STRATEGY FOR BUSINESS AND IMPACT INVESTING

The National Strategy for Business and Impact Investing aims to promote a favorable environment for the development of enterprises capable of generating market solutions to Brazilian social and environmental problems through the articulation of different governmental bodies as well as partners of society (business entities, foundations, non-governmental organizations, the scientific and technological community).

It has the following specific objectives:

I - Increase the supply of capital for impact businesses, through the mobilization of public and private resources destined to the investment and financing of its activities;

II - Increase the number of impact businesses, through the dissemination of the socio-environmental impact assessment culture and support to the involvement of these enterprises with the demands of public procurement and the value chains of private companies;

III - Strengthen intermediary organizations that offer support to the development of business impact and training to entrepreneurs, generate new knowledge on the subject or promote the involvement of impact businesses with investors, donors and other organizations holding capital;

IV - Promote an institutional and normative environment favorable to investments and impact businesses, through the proposition of normative acts referring to the subject; and

V - Strengthen data generation that provides greater visibility to investments and impact businesses.

## WORK AXES

The National Strategy for Business and Impact investing is structured into five strategic axes, four vertical (I to IV) and one transversal (V):

I - Expansion of the capital offer for impact businesses;

II - Increase in the number of impact businesses;

III - Strengthening of intermediary organizations;

IV - Promotion of an institutional and normative environment favorable to investments and impact businesses; and

V - Strengthening of data generation that provides greater visibility to investments and impact businesses.

The five Axes have complementary understandings and effects that need to be jointly driven to move forward and strengthen the field in a structured way:

For each Vertical Axis, the following will be presented, (a) description, (b) macro objectives, (c) proposed actions to address these objectives, and (d) a mention of the key actors invited to act. The Transversal Axis (Strengthening the generation of data that provide more visibility to investments and impact businesses) will be addressed in all other axes because it has actions that replicate in the other axes.

## EXPANSION OF THE CAPITAL OFFER

### Description

One of the major hurdles to any early or growing venture is the lack of resources to make the first investments and scale up its operations. In this scenario, it becomes strategic to define actions that aim to bring more financial resources, through donations, loans, procurements, or investments for the field of Investments and Business Impact. It is necessary to identify actors who can contribute more expressively in the short term and attract new participants to offer more capital, as well as to use new or existing financial instruments that allow this flow of resources.

Although the numbers show the constant growth of the field in the last years, there are challenges for the mobilization of key players. There is still a small group of investment funds with theses of impact, which explains the relevance of development banks, development agencies, non-profit entities, and multilateral organizations to assign socio-environmental impact criteria to their calls. Angel investors, so essential to drive start-up businesses with financial resources, knowledge, and networking, need to be mobilized to know and foster Impact Business. Institutes and foundations should reinforce their vocation to support social innovation to strengthen the ecosystem of support for impact entrepreneurs and to enable pilots to prove the effectiveness of their business models.

Impact Investments move the financial resources of several actors, conceptually grouped into ten profiles:

1. Governments (Federal, State, and Municipal);
2. National Development Bodies (development banks and development agencies);
3. Multilateral credit institutions;
4. Legal entities (companies and financial institutions such as banks);
5. Investment funds;
6. Community finance institutions;
7. Foundations, associations, and non-profit entities (corporate, family and independent);
8. Teaching and research institutions;
9. Incubators and accelerators;
10. Private individuals (philanthropists, investors, account holders, etc.).

## Macro Objectives

1. Expand the availability of government resources for Impact Business;
2. Attract private equity to Impact Business;
3. Stimulate the purchase / contracting of Impact Business by the State;

## Actions

Macro Objectives	Actions
Expand the availability of government resources for Impact Business (Investment and/or loan)	<ul style="list-style-type: none"> <li>- Encourage social funds and other financial instruments from development agencies and public banks to foster Impact Business.</li> <li>- Propose instruments and financial vehicles that are more appropriate to the characteristics of Impact Business.</li> <li>- Encourage the inclusion of socio-environmental impact criteria in the structuring of public calls for investment funds.</li> <li>- Stimulating the creation of public calls for investment funds with impact thesis, with attention to the recomposition of sources of budgetary resources for these actions.</li> </ul>
Attract private capital to Invest in, or Finance Impact Business	<ul style="list-style-type: none"> <li>- Use investments from foundations and institutes in strengthening CSOs to create Impact Business.</li> <li>- Attract international financial resources for investment in impact funds and/or directly in Impact Business.</li> <li>- Encourage co-investment initiatives between public and private actors.</li> <li>- Acquire and disseminate structured hybrid instruments to support Impact Business, such as debt assignment combined with equity participation, securitization, among others, in order to foster improvement in the regulation and sharing of best practices between financial institutions.</li> <li>- Stimulate the creation of socio-environmental criteria in the management of traditional investment funds.</li> <li>- Develop public funding programs to support the social impact strategy of large companies and their social production chain.</li> </ul>



	<ul style="list-style-type: none"><li>- Stimulate Pension Funds and Insurers to include investment strategy of social and environmental impact in their investment policies.</li><li>- Promote educational actions and strengthen networks of angel investors to increase knowledge, engagement, and support to Business Impact.</li></ul>
Stimulating the purchase / contracting of Impact Business by the State	<ul style="list-style-type: none"><li>- Produce and disseminate guidelines for Impact Business cases that have already been sold to governments (municipal, state and federal).</li><li>- Systematize and disseminate support mechanisms (e.g., terms of reference and standard contracts) to facilitate processes for hiring Impact Businesses by public managers.</li><li>- Integrate control bodies (TCU, CGU, CGE, and TCE) in public procurement processes from the beginning.</li><li>- Encourage, connect, and support the structuring of Social Impact Bonds (SIBs).</li><li>- Conduct studies, through international technical cooperation, to identify possible ways for the State to purchase/contract Impact Business (at different levels).</li><li>- Encourage the use of the mechanisms provided for in the Innovation Law (Law nº 10.973/04) for the execution of technological orders and contracting of services and procurement of products by the State, related to technologies that generate social and/or environmental impact.</li></ul>

## Key Actors

- 1) Ministry of Finance (MF);
- 2) Brazilian Federal Revenue (RFB);
- 3) Securities and Exchange Commission (CVM)
- 4) Ministry of Planning, Development, and Management (MP);
- 5) National Bank for Economic and Social Development (BNDES);
- 6) Brazilian Agency for the Promotion of Exports and Investments (Apex-Brasil);
- 7) Federal Savings Bank (Caixa Econômica Federal);
- 8) Brazilian Service to Support Micro and Small Businesses (SEBRAE);
- 9) Brazilian Development Association (ABDE);
- 10) Funding for Studies and Projects (FINEP)
- 11) United Nations Development Program (UNDP);
- 12) Angels from Brazil;
- 13) Brazilian Association of Private Equity & Venture Capital (ABVCAP);
- 14) National Association of Entities Promoting Innovative Enterprises (Anprotec).

## INCREASE IN THE NUMBER OF IMPACT BUSINESSES

### Description

The 1st Business Map of Socioenvironmental Impact<sup>2</sup>, launched in the first quarter of 2017, consolidated data on 579 Impact Businesses. This is not an exhaustive census on Impact Business, but a relevant sample for building a profile of business models and impact entrepreneurs.

Another mapping conducted by UNDP, in partnership with Sebrae<sup>3</sup>, mapped 857 ideas and Social Impact Businesses from all regions of Brazil, aligned with the Sustainable Development Objectives (SDOs). These mappings show a new trend of creating Social Impact Businesses in Brazil.

The PIPE survey, which focused on for-profit impact businesses, shows that most of the businesses that are recognized as having a social impact are still new - 40% have been operating for less than three years - is concentrated in the Southeast region (63%) and is led by male entrepreneurs (58% have only men as founders). The solutions offered are distributed around six themes: education (38%); green technologies such as water, energy and agriculture (23%); citizenship, in areas of accessibility, gender, fashion (12%); health (10%); financial services (9%); and cities, with issues such as housing and mobility (8%).

The information collected by UNDP shows that 77% of Impact Businesses have revenues of up to R\$ 60,000/year (~US\$ 18.160,00/year) and only 1% invoice between R\$ 1,5 million (~US\$ 454.000) and R\$ 2,5 million (~US\$ 757.000). Most are still in the process of ideation (33%) and validation (22%).

Almost half of the businesses mapped indicate that the main support they need is a financial resource, and for 38% of those who are effectively raising funds, the search is for volumes of up to R\$ 200.000 (~US\$ 60,500). Other mapped demands include mentoring and connection to the market, support to communicate the product and services offered, search for customers and general management aspects.

Thus, this Axis aims to increase the number of Impact Businesses to attract more investment to the field, have its socio-environmental impact measured and financial result proven, generating a virtuous and inspiring cycle for new entrepreneurs and investors.

### Macro Objectives

- 1) Strengthen support processes for Impact Business entrepreneurs;
- 2) Support the connection of Impact Business with demands of public management and value chains of large companies;

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<sup>2</sup> To know in detail the information raised by the 1st Map, go to the Pipe Social website:  
<http://pipe.social/mapa2017>

<sup>3</sup>, to get results of UNDP and Sebrae Include Call, visit the website  
<http://www.br.undp.org/content/brazil/pt/home/presscenter/articles/2017/08/22/divulgado-o-resultado-da-chamada-de-casos-iniciativa-incluir-2017.html>

- 3) Broaden the representation and support to female entrepreneurs, to specific classes (indigenous, quilombola community, LGBT, people with disabilities), young people and/or enrolled in the Single Registry of the Federal Government (CadÚnico);
- 4) Foster the impact assessment culture.

## Actions

Macro Objectives	Actions
Strengthen support processes for Impact Business entrepreneurs	<ul style="list-style-type: none"> <li>- Enlarge incubation processes and acceleration of Impact Business.</li> <li>- Map and support processes of incubation and acceleration of Impact Business by civil society organizations.</li> <li>- Expand mentoring programs for entrepreneurs with market and/or impact specialists.</li> <li>- Connect Impact Business entrepreneurs with support services in the legal, commercial, communication, and fundraising areas, and access to financial services, etc.</li> <li>- Disseminate initiatives for the qualification of civil society organizations willing to support the creation of Impact Business.</li> <li>- Create programs to support social enterprises with a strategy based on innovation, looking to bring the Impact Business ecosystem closer to the existing innovation ecosystems in the country.</li> <li>- Disseminate existing financing mechanisms for Impact Business to entrepreneurs.</li> </ul>
Support the connection of Impact Business with demands of public management and value chains of large companies	<ul style="list-style-type: none"> <li>- Encourage public administrators to share their management and customer service challenges so that entrepreneurs can suggest complementary solutions to public policies and generate viable mechanisms to implement these solutions.</li> <li>- Support the inclusion of Business Impact in the value chain of companies.</li> </ul>

	<ul style="list-style-type: none"> <li>- Support Impact Businesses to provide more affordable goods and services and better living conditions for lower-income people.</li> <li>- Encourage managers of large companies to share their management, input, and process challenge to enhance the company's positive impact on vulnerable communities.</li> </ul>
<p>Broaden the representation and support to female entrepreneurs, to specific classes (indigenous, quilombola community, LGBT, people with disabilities), young people and/or individuals enrolled in the Single Registry of the Federal Government (CadÚnico)</p>	<ul style="list-style-type: none"> <li>- Recognize and strengthen processes, with specific practices, for the training and support of female impact entrepreneurs, for specific classes (indigenous, quilombola community, LGBT, people with disabilities), young people and/or enrolled in the Single Registry of the Federal Government (CadÚnico).</li> <li>- Develop training content aligned with the needs and schooling of lower income impact entrepreneurs.</li> <li>- Articulate foundations and corporate institutes to create or support programs focused on women, in specific classes (indigenous, quilombola community, LGBT, people with disabilities), in young people and/or enrolled in the CadÚnico to create Impact Business.</li> </ul>
<p>Foster the impact assessment culture</p>	<ul style="list-style-type: none"> <li>- Support organizations and networks that implement impact assessments.</li> <li>- Promote and disseminate methodologies and reference cases of Impact Business evaluation.</li> <li>- Promote and disseminate training forums in Impact Business evaluation.</li> <li>- Reward and recognize impact assessment practices among entrepreneurs and intermediary organizations.</li> <li>- Encourage interaction between civil society organizations, Impact Business and Science, Technology, and Innovation Institutions to share impact assessment practices.</li> </ul>

## Key actors

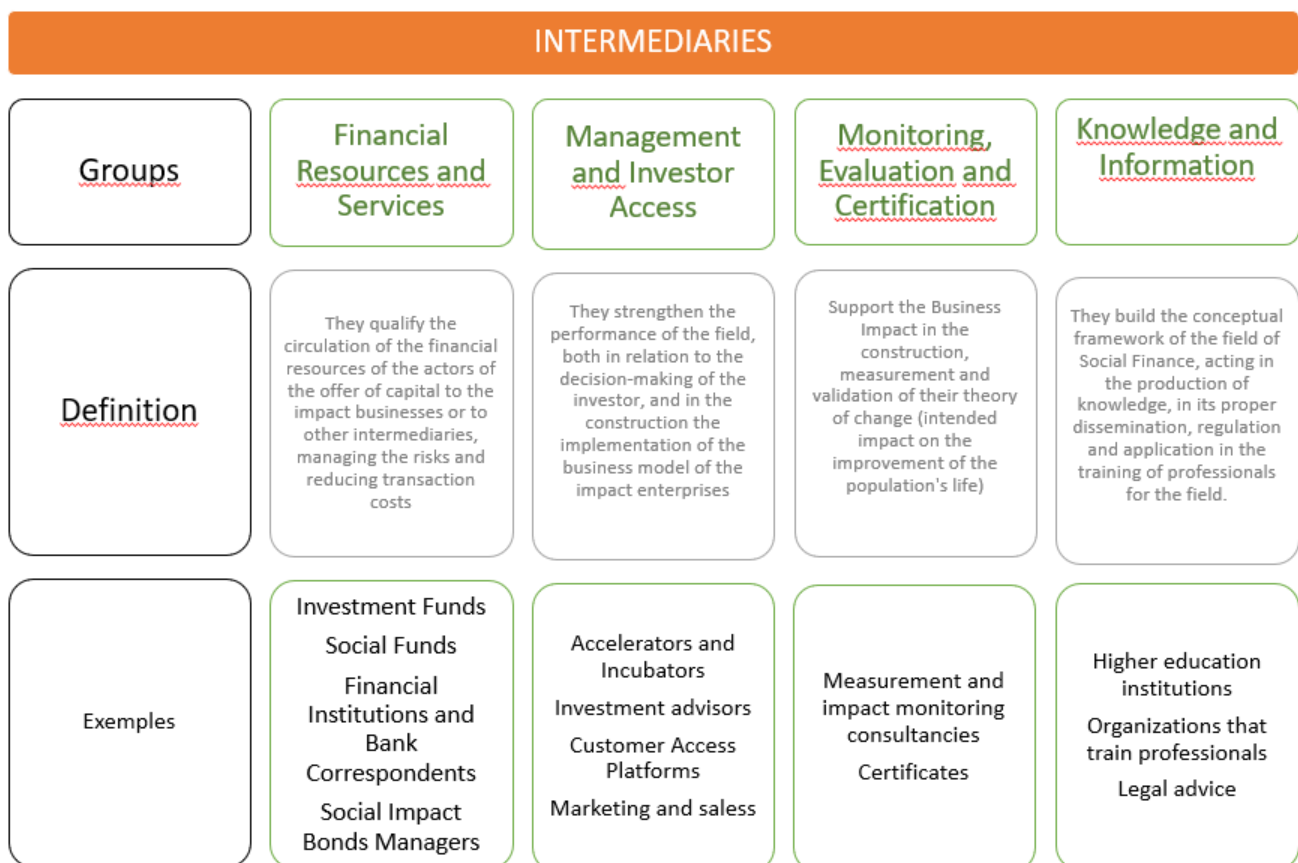
- 1) Ministry of Industry, Foreign Trade, and Services (MDIC);
- 2) National School of Public Administration (ENAP);
- 3) National Bank for Economic and Social Development (BNDES);
- 4) Federal Savings Bank (CAIXA);
- 5) Ministry of Social Development (MDS);
- 6) Ministry of Science, Technology, Innovation, and Communications (MCTIC);
- 7) National Council for Scientific and Technological Development (CNPq);
- 8) Financing of Studies and Projects (Finep);
- 9) Brazilian Service to Support Micro and Small Enterprises (Sebrae);
- 10) United Nations Development Program (UNDP); and
- 11) National Association of Entities Promoting Innovative Enterprises (Anprotec).

## STRENGTHENING INTERMEDIATE ORGANIZATIONS

### Description

Intermediary organizations<sup>4</sup> are institutions that facilitate, connect and support the connection between supply (investors, donors, and managers seeking impact) and demand for capital (businesses that generate social impact). They have the essential role of facilitating and qualifying the connection between supply and demand for capital, ensuring lasting and strategic partnerships.

These organizations qualify the construction of the ecosystem of support to Impact Investments and Businesses and can be grouped based on the modality of products and services that they offer, as shown in the schematic chart of the Intermediary Organizations:



Source: Social Finances: solutions for social and environmental challenges. October 2015. Social Finance Task Force and Deloitte

Strengthening these organizations, expanding their number, technical qualification, and geographical scope, will consolidate strategic agendas in the field – such as the qualification of

<sup>4</sup> Concept extracted from the publication of the Social Finance Task Force: "Social Finance: Solutions for social and environmental challenges"-April 2015.

entrepreneurs and their business models, systematization and dissemination of information, impact assessment and certification.

In addition, support to these organizations will allow regional expansion of the presence of Impact Businesses in locations where this theme is not yet fully promoted (e.g., North, Northeast, and Midwest regions), as well as allowing the internalization of this agenda from municipalities of medium size).

## Macro Objectives

- 1) Mobilize resources to finance the strengthening of intermediate organizations;
- 2) Strengthen and qualify incubators, accelerators, and networks of angels who work with Impact Businesses;
- 3) Expand studies and research in the field of Investment and Business Impact;
- 4) Strengthen training programs in impact entrepreneurship in higher education institutions.

## Actions

Macro Objectives	Actions
Mobilize resources to finance the strengthening of intermediate organizations	<ul style="list-style-type: none"> <li>- Offer non-reimbursable resources to expand the service offerings of intermediary organizations that support Impact Business.</li> <li>- Stimulate the engagement of Institutes and Foundations in supporting Accelerators and Incubators of Impact Business<sup>5</sup>.</li> <li>- Create funds jointly with foundations and corporate institutes to support assessment and acceleration organizations.</li> <li>- Support intermediaries that encourage Civil Society Organizations to create Impact Business.</li> <li>- Include Impact Business support in the selection criteria for public calls and programs to support technological innovation launched by the federal government.</li> <li>- Propose financial vehicles that are better suited to intermediary organizations.</li> </ul>

<sup>5</sup> In line with Recommendation 2, Proposed by the Social Finance Task Force. <http://forcatarefainancassociais.org.br/recomendacoes/>



<p>Strengthen and qualify incubators, accelerators, and networks of angels who work with Impact Businesses</p>	<ul style="list-style-type: none"> <li>- Include socio-environmental impact criteria in the CERNE methodology for the management of incubators, accelerators and technology parks.</li> <li>- Strengthen and capacitate networks of angel investors to include criteria of socio-environmental impact in their methodology of analysis and project management.</li> <li>- Create a program to strengthen incubators and accelerators that work with Impact Business</li> <li>- Stimulate the recognition of best practices in support of impact businesses.</li> <li>- Support exchanges between accelerators and impact incubators from other countries to share best practices and lessons learned on the subject.</li> </ul>
<p>Expand studies and research in the field of Investment and Business Impact</p>	<ul style="list-style-type: none"> <li>- Engage research development agencies to make calls for research related to Impact Investments and Business.</li> </ul>
<p>Strengthen training programs in impact entrepreneurship in higher education institutions</p>	<ul style="list-style-type: none"> <li>- Stimulate the inclusion of investment and Impact Business in the entrepreneurship programs of higher education institutions.</li> </ul>

### Key Actors

- 1) National Association of Entities Promoting Innovative Enterprises (Anprotec);
- 2) Ministry of Industry, Foreign Trade, and Services (MDIC);
- 3) National School of Public Administration (ENAP);
- 4) Brazilian Service of Support to Micro and Small Companies (Sebrae);
- 5) Group of Institutes, Foundations, and Companies (Gife);
- 6) Ministry of Science, Technology, Innovation, and Communications (MCTIC);
- 7) National Council for Scientific and Technological Development (CNPq);
- 8) Financing of Studies and Projects (FINEP);
- 9) Ministry of Education (MEC).

## PROMOTION OF AN INSTITUTIONAL AND REGULATORY MACRO ENVIRONMENT FAVORABLE FOR IMPACT INVESTMENTS AND BUSINESS

### Description

Strengthening Investments and Impact Businesses involves the development of actions related to the proposal and approval of laws, norms, and regulations that promote the development of the ecosystem, making it a simpler and more flexible environment for the emergence of new forms of donations, investments, and impact ventures.

In addition, it is necessary to develop actions that promote the generation of information about the field as well as communication actions that give visibility to the theme and that result in a higher recognition by society of the importance of the subject. This will increase the number of public leadership and private companies that know, disseminate and act in favor of entrepreneurs, investors, intermediaries and impact financial instruments.

### Macro Objectives

- 1) Propose and follow up laws, rules, and regulations that result in the strengthening of Impact Investments and Businesses;
- 2) Strengthen data management on Impact Investments and Business;
- 3) Map, recognize and give visibility to Investments and Impact Businesses

### Actions

Macro Objectives	Actions
Propose and follow up laws, rules, and regulations that result in the strengthening of Impact Investments and Businesses	<ul style="list-style-type: none"> <li>- Promote the discussion of more efficient fiscal policy for direct investment in Impact Business or through impact investment funds</li> <li>- Propose a law that deals with the creation of a category of legal personality specific to Business Impact.</li> <li>- Promote the necessary regulations for the structuring of Social Impact Bonds (SIBs).</li> <li>- Propose regulations that increase legal certainty for pension funds to develop impact investment strategies.</li> </ul>

	<ul style="list-style-type: none"><li>- Support, strengthen and devise the legal security necessary for CSOs with lucrative Impact Business.</li><li>- Regulate the constitution of Social Revolving Funds to foster Business Impact.</li><li>- Create models for inclusion of Business Impact on Government Procurement.</li><li>- Continue discussions on the modernization of public procurement laws to include innovation and impact criteria.</li><li>- Further discussion of the regulation of endowment funds.</li><li>- Seek legal certainty in investments in impact businesses.</li><li>- Disseminate the possibility for CSOs and foundations to be partners or owners of Impact Business as a way to execute or finance their social missions, respecting the restriction of non-distribution of profits by foundations and CSOs.</li></ul>
<p>Strengthen data management on Impact Investments and Business</p>	<ul style="list-style-type: none"><li>- Articulate different actors that can contribute to the collection of data about the field.</li><li>- Encourage sectoral bodies (Education, Health, Justice, etc.) to provide information on "Unit Cost of Social Intervention."</li><li>- Organize existing information in government databases to extract market data capable of supporting social organizations and impact business and better serve the lower income population.</li><li>- Provide methodologies and results of impact assessments of the main public policies, as well as unit costs of social intervention, in order to identify opportunities to foster Business Impact.</li></ul>

Map, recognize and give visibility to Investments and Impact Businesses

- Promotion of Impact Business Purchases via Advertising Campaigns (example: Buy Small).
- Involve networks and institutional forums to promote innovation in government, in the debate on partnerships with the private sector to enable performance payment models such as Social Impact Bonds (SIBs) and public-private partnerships.
- Carry out an "Annual Census of Impact Business in Brazil," based on an online platform (new or existing), aggregating critical analysis on the data collected.
- Provide information on concepts, data and reference cases of Investment and Impact Business to foster the strengthening and expansion of local/regional ecosystems, whenever possible, linking them with opportunities of SDOs.

### Key Actors

- 1) Ministry of Industry, Foreign Trade, and Services (MDIC);
- 2) Ministry of Planning, Development, and Management (MPOG);
- 3) Ministry of Finance (MF);
- 4) Securities Commission (CVM);
- 5) Civil House of the Presidency of the Republic (PR);
- 6) Federal Revenue Service of Brazil (RFB);
- 7) National Congress;
- 8) Institute for Applied Economic Research (IPEA);
- 9) Brazilian Institute of Geography and Statistics (IBGE);
- 10) National School of Public Administration (ENAP);
- 11) Brazilian Service to Support Micro and Small Enterprises (Sebrae);
- 12) United Nations Development Program (UNDP).